



Bachelor of Business
Administration
4-year program

sound like you?

**Work as a manage-
ment consultant**

**• Become a Web
developer • Manage
a business**

did you know?

It is sometimes assumed that products are cheaper when bought online, but analysts believe true differentiation will result from customer experience, not cost.

Electronic Commerce at UT

E-commerce graduates are technology-savvy business professionals. They understand e-commerce's involvement in business through analysis of business, decision-making and information technology. They gain the managerial and technical skills needed to find successful careers in the Internet economy.

UT is a wired university. Our e-commerce program has been featured by the AACSB, the international association for management education, as a model for undergraduate e-commerce program development. Students gain knowledge, skills and strategic thinking principles to help them become successful.

UT offers two career tracks to e-commerce students that give them a wide range of options. They combine an e-commerce specialization with a minor in marketing, information systems, finance, international business or entrepreneurship. In addition, students can gain real-world experience through numerous internship opportunities that often lead to full-time positions. This lets students work with accomplished professionals in the field while earning college credit and money.

What to expect when you graduate

Studies find that e-commerce professionals command a premium in salaries and, more importantly, are highly satisfied with their jobs. E-commerce is quickly turning into a part of mainstream business in all fields. This gives graduates more opportunities in a variety of fields. For example, they can work as business managers, entrepreneurs, management consultants or Web developers.

Check out all our majors online @ utoledo.edu/admission/majors.asp



ELECTRONIC COMMERCE

The College of Business Administration has wireless laptops with Internet access and accessories for students to check out and use in Stranahan Hall. The College won Dell's GenerationIdea nationwide contest for this innovative use of technology, originality and appropriateness to other higher education institutions.

College of Business
Administration

Group campus tours are available Monday through Friday at 10:30 a.m. or 2:30 p.m., and on Saturday at 11:15 a.m., year round, with the exception of national holidays. Individual admission appointments are available by request. Individualized college or department visits are also available weekdays at 1:15 p.m. by appointment.

utoledo.edu/admission/campusvisit
800.5TOLEDO

Sample Curriculum*

FIRST YEAR

Fall Semester

BUAD 1000 Orientation	1
ENGL 1110 College Composition I	3
MATH 1260 Calculus with Business Application I	3
BUAD 1010 Intro to Business	3
Humanities Elective	3
Social Science Elective	3
Total	16 hrs.

Spring Semester

ENGL 2960 Organiz Report Writing	3
MATH 1270 Calculus with Business Application II	3
BUAD 1020 Micro-Computer Applications	3
ECON 1150 Intro to MacroEconomics	3
Natural Science Lecture Elective	3
Non-Business Elective	1
Total	16 hrs.

SECOND YEAR

Fall Semester

BUAD 2000 Career Development I	1
BUAD 2040 Financial Accounting Info	3
BUAD 2060 Data Analysis for Business	3
ECON 1200 Intro to MicroEconomics	3
Non-Business Elective	3
Multicultural U.S.-Diversity Elective	3
Total	16 hrs.

Spring Semester

BUAD 2050 Acct for Decision Making	3
BUAD 2070 Application of Statistics	3
BUAD 2080 Global Environment of Business	3
Humanities Elective	3
Natural Science Lecture Elective	3
Non-Business Elective	1
Total	16 hrs.

THIRD YEAR

Fall Semester

BUAD 3000 Career Development II	1
BUAD 3010 Principles of Marketing	3
BUAD 3030 Managerial & Behavior	3
BUAD 3040 Principles of Financial Mgmt	3
BUAD 3050 Information Technology Management	3
EBUS 3090 E-commerce & Network Economy	3
Total	16 hrs.

Spring Semester

BUAD 3470 Legal Environment & Business	3
BUAD 3020 Manufacturing & Service Systems	3
EBUS 3180 Web Design	3
Career Track Course Elective	3
Business Elective/Minor Elective	3
Non-Business Elective	1
Total	16 hrs.

FOURTH YEAR

Fall Semester

MKTG 4940 Approved Internship or Business Sub	3
EBUS 4040 Ecomm Intelligence Mgmt	3
Career Track Course Elective	3
Business Elective/Minor Elective	3
Multicultural Non-Western Elective	3
Total	15 hrs.

Spring Semester

BUAD 4020 Senior Bus Policy Forum	3
EBUS 4150 Ecomm Business Models	3
COMM 3880 Business Communication	3
Business Elective/Minor Elective	3
Non-Business Elective	3
Total	15 hrs.

*Sample curriculum is subject to change. Please consult the department for up-to-date information. For more detailed program requirements, visit catalog.utoledo.edu.

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